

ADVERTISEMENT.

ADVERTISEMENT.

We Hold Every Trench We Take

That's just a military way of expressing Wallach Service—and the reputation we have for keeping our customers satisfied.

It's really a very simple affair—

If you find some little thing in a suit you buy here that isn't just what you expected—bring it back to us. We make it right.

Or—if we can't—we have your money ready for you. No question about it at all.

Of course we carry the kind of clothes that are most likely to please most men. We don't believe there are any better tailored clothes at their price in the world than

Hart Schaffner & Marx Suits

Their famous Varsity Fifty Five Styles for young men; and their Sport Suits—have a deal more snap and vigor than most custom tailored clothes at double their price.

You'll do mighty well for yourself by coming in—

Suits at \$18, \$20, \$22.50—and plenty of them. Widest selections at \$25. Others at \$28, \$30, \$35, and so on up to \$50.

Wallach Bros.

Broadway, below Chambers Third Ave., Cor. 122d } Open
Broadway, Cor. 29th St. 246-248 West 123th } Evenings.

NEW YORK'S LEADING THEATRES AND SUCCESSORS.

NEW AMSTERDAM WEST 42 ST. Eves. 8:30
LAST 2 NIGHTS
Sir Herbert Tree's Season
Herry Wilkes of Windsor
HENRIETTA CONSTANCE LYN
CROSSMAN COLLIER HARDING
and TREE as FALSTAFF
ON THE LAST NIGHT (Saturday).
The Merry Wilkes will conclude
the scene of the Fall of Wolsey, from
"Henry VIII," after which Sir
Herbert Tree will address the audience.

THE FRIARS ARE COMING
ZIEGFELD MIDNIGHT FROLIC
CANDLER WEST 42 ST. Eves. 8:30
JOHN BARRYMORE in
"THE JUSTICE"
GAITY WEST 42 ST. Eves. 8:30
MRS. FISKE
"ERSTWHILE SUSAN"
ASTOR WEST 42 ST. Eves. 8:30
COHAN REVUE 1916
BELASCO WEST 42 ST. Eves. 8:30
THE BOOMERANG
LYCEUM THEATRE 45 ST. Eves. 8:30
HOW BRITAIN
PREPARED
REPUBLIC WEST 42 ST. Eves. 8:30
COMMON CLAY
HARRIS WEST 42 ST. Eves. 8:30
HIT THE TRAIL HOLIDAY

HUDSON WEST 42 ST. Eves. 8:30
The Cinderella Man
FULTON WEST 42 ST. Eves. 8:30
HOLBROOK BLINN
A WOMAN OF IMPORTANCE
LIBERTY WEST 42 ST. Eves. 8:30
SYBIL
THE FALL OF NATION
THE DIXON
HERBERT
MUSICAL
SPECTACLE
JUNE 6
SEATS NOW
SELLING
Mitzel
"Pom-Pom"
Geo. M. Cohan
LONGACRE WEST 42 ST. Eves. 8:30
LEO DITTRICHSTEIN
IN HIS COMEDY
THE GREAT LOVER
THE FRIARS ARE COMING
ELTINGE WEST 42 ST. Eves. 8:30
THE EVERLASTING LAUGH SUCCESS.
FAIR AND WARMER
GLOBE THEATRE 45 ST. Eves. 8:30
BILLIE BURKE
TO-NIGHT AT THE STADIUM
ONLY 2 MORE NIGHTS
CALIBAN
BY PERCY MACRATY
The Shakespeare Community Masque
TO-NIGHT FOR THE ACTORS' FUND
SATURDAY
POPULAR PRICES, 25c to \$2
TUESDAY 25c to \$2
BOXES \$3.00
2,500 SEATS \$5.00
2,500 SEATS \$8.00
AT THEATRE, TYSON'S and all principal
Hotels & Department Stores; also at the
STADIUM after 7 P. M.
ALL BUSES DIRECT TO STADIUM.

SHUBERT 44 ST. W. Eves. 8:30
LEW FIELDS
"FUNNIEST SHOW IN TOWN."
STEP THIS WAY
COMEDY THEATRE
WASHINGTON SQUARE PLAYERS
VERY GOOD EDDIE
MARIE ELIOT, Eves. 8:30
LYRIC 42 ST. W. Eves. 8:30
KATINKA
CORT MOLLYO
PALACE
LOUISE
DRESSER
BARTON MANSION
PELHAM BAY PARK

"FOLLIES" AUCTION
REALIZES \$15,000

Sale of First Night Seats Hangs Up New Record.

An auction sale of the first night seats for the forthcoming "Ziegfeld Follies" was held yesterday afternoon at the New Amsterdam Theatre, more than \$15,000 in premiums being realized. Even Mr. Ziegfeld seemed somewhat awed at the success of the affair when McBride's ticket agency bid \$275 each for two front row seats. He said: "Gosh! I didn't know they wanted to see the show that badly. Now I'll have to make good."

The boxes went to Sam Nixon at \$120, Billy Reeves at \$100 and McBride at \$85. Front row seats for the 1916 edition of the show, due June 12, drew from \$100 to \$275 premium. W. R. Hearst bought a dozen seats, in groups of four, paying \$152, \$165 and \$180 for each group. McBride made the highest offer, paying \$275, presumably for "Diamond Jim" Brady. Later McBride picked up an odd seat in the front row at \$27. Most of the other seats went to speculators and ticket agents at from \$70 down. J. Fred Zimmerman paid \$200 apiece for two seats and Elsie Janis \$28. Back row seats drew a premium of \$4.

A large crowd was disappointed because the girls from "The Midnight Frolic" and the "Follies" did not do the auctioning, as had been announced. However, many of these celebrated personages could be seen in the audience.

According to Mr. Ziegfeld, the auction was held because more than three thousand requests were received for front row orchestra chairs. The auction was in many ways the most remarkable of its kind, being the first time that seats for a legitimate attraction have sold at such extraordinary premiums.

Three Hurt in Kerosene Explosion. An explosion of kerosene, poured into a kitchen stove in the apartment of Mrs. Sadie Katlan, 134 East 119th Street, yesterday, resulted in the serious injury of Mrs. Katlan and her two children. Flames swept the apartment immediately after the explosion. The mother and children fell unconscious near the stove, but were saved by neighbors.

Luchow's

14th Street, near Fourth Avenue.

Feather-weight suits 6.50 to \$18
Complete assortments of desirable hot-weather clothes—suits to fit any man.

White flannel trousers, reliable fabrics, \$3.75 to \$10
Sport coats—thoroughly tailored, \$7.50 to \$15.

George G. Benjamin
Fifth Ave. Building - Broadway Cor. 24th St.

ALLIES' BAZAAR
GRAND CENTRAL PALACE
For the Relief of the War Sufferers in the Allied Countries
OPENS TO-MORROW
AT 7:30 P. M.
JUNE 3 TO 14
ADMISSION 50c

CRITERION
TO-NIGHT AT 8:15
THOS. H. INGE'S
MILLION-DOLLAR SPECTACLE
IT IS MORE THAN A PICTURE—IT IS WAR—AS REAL AS THE WAR IN EUROPE
40,000 PEOPLE—CHOIRS OF 100—MUSICAL SCORE BY VICTOR L. SCHERTZINGER
GOOD SEATS 50c, 75c, \$1.00—WELL WORTH \$5.00

POLO GROUNDS
Stupendous Music Festival
1200 IN CHORUS 1200 IN ORCHESTRA
Including M. G. H. Chorus and Orchestra
FOUR WORLD CELEBRITIES
LAURENCE, GAY
ZENATELLO, ROTHIER
CONDUCTOR—L. KOENIGSBERG
POPULAR PRICES 50c to \$2.00
TICKETS NOW ON SALE AT
BOX OFFICE PRICES AT TYSON & CO.,
MORRIS LEADING HOTELS, ALSO AT
MAGY'S, GIMBELS, WAMANAKERS

LOEW'S NEW YORK THEATRE
Theatrical Capital of the World
TO-NIGHT—THEA BARRA in "ETERNAL SAPHIRE"
LOEW'S AMERICAN ROAD
Charles Chaplin in his latest "Tramp" picture
Jas. K. Watson, Little Carson, other 25c, 50c, 75c
COLUMBIA (Pop. Prices, Low Key to High) 11:30 P. M.
Next Week "THE EVIL THERAPY"

ALLIES' BAZAAR
HARVESTS MONEY

Girls Sell 565,000 Tickets in the Metropolitan District.

TWO BRING BACK \$1,000 FROM WALL STREET

Sales Made from Automobiles Decorated with Flags of Nine Allied Nations.

Father Knickerbocker dug down into his pockets yesterday and brought forth a fatful of silver, greenbacks and yellowbacks which amazed the already optimistic finance committee of the Allies' Million-Dollar Bazaar.

It was ticket day, and at 6 o'clock last evening the announcement was made that 565,000 of the cardboard admission had already been sold in Manhattan, Brooklyn, The Bronx and Westchester County. One person in every ten in the greater city had bought a ticket, yet thousands more were sold last night in the Broadway theatres and restaurants, and the demand was still far from satisfied.

The persuasive eloquence of the army of girls who sold the tickets from automobiles decorated with the flags of the nine allied nations, who besieged pedestrians on nearly every corner in the shopping and Wall Street districts and who invaded clubs, office buildings and department stores, was irresistible. Even men who said their sympathies were German surrendered momentarily by the hundreds and bought.

Bargain Rates an Inducement. Perhaps it was the lure of a bargain that brought the greatest advance sale of tickets for any one fair or event in the history of the city. The lavender, green, blue and white tickets were sold yesterday for 25 cents each. After the opening of the bazaar to-morrow evening, admission will be twice as much, but the sale will be continued at the present price until 3 o'clock to-morrow afternoon.

Yesterday's total in dollars far exceeded the price of the tickets sold, for money was thrown from office windows and was paid for tickets which were immediately handed back to the seller.

CLUBWOMEN TIRE OF BIG CITIES

Many Want Next Biennial Convention in Smaller Place.

ARKANSAS DELEGATES URGE HOT SPRINGS

No Subway to Get Lost In and Front Page Publicity Every Day.

"No more convention in large cities." This is the slogan of the Arkansas delegation, who yesterday extended an invitation to the General Federation of Women's Clubs to meet at Hot Springs in 1918.

"The women can't attend to business in a large city," said Mrs. Albert Retan, chairman of the invitation committee. "Let's meet next time in a place where we'll be the whole show. We don't want half our delegates going off to theatres and on shopping trips when there are world questions to be decided and we don't want our important deliberations buried in the sensational papers of the big cities. In a small town we could have the front page to ourselves during the whole of the convention."

Confused by the Subway. "We appreciate everything the New York women have done for us and we know that they have nearly killed themselves trying to entertain us in comfort. They are not responsible for the fact that the distances are so great between the hotels and the meeting places, and that we get lost on the way. The reception committee puts us on the right train, but they can't go with us to see that we change at Ninety-sixth Street. They understand the vagaries of the subway so well it doesn't occur to them that we will be bewildered. Half the delegates at this convention have had uncomfortable experiences in getting about the town. They have wasted time and temper."

Oliver Morosco has arranged to give Nellie Revell's play, "Spangles," a preliminary production in Los Angeles. It is a circus story, and those who know Miss Revell state that no one is better qualified faithfully to depict life under the big top. Miss Revell, now a press agent, was born in a Barnum & Bailey circus car, and subsequently attended almost every position known to the circus, from ring to business office. This is her first effort as a playwright.

The Hippodrome tour for "Hip! Hip! Hooray!" will start at Philadelphia on October 16, and will take in eight cities. Because of the gigantic proportions of the show, only cities possessing audiences of great size could be chosen. They are Philadelphia, Boston, Cleveland, Cincinnati, St. Louis, Kansas City, St. Paul and Chicago. Two special trains will be needed to accommodate the production, and to eliminate difficulties in supplying an ice plant for the skating ballet, duplicate refrigerators will be taken along. The extra machine will be installed in advance of the show. The entire show, including Sousa and his band, Charlotte and the ice ballet, Nat Wills, Charles Aldrich, Dixie Girard, Joseph Parnes, the Sox, a glorified lion and Bart and Chin-Chin, the baby elephant, will make the trip.

"The Laughing Lip," by J. H. Lawson, has been accepted by Oliver Morosco. Mr. Lawson will leave for Los Angeles this afternoon to assist in the production. The Dolly Sisters will return to the Hippodrome a week from Monday instead of next Monday.

Instead of beginning her New York engagement at the opening of the new season, Laurette Taylor will make a preliminary tour of two months. She will open in New York during Thanksgiving week. On tour she will be seen in two new plays by her husband, J. Hartley Manners, in addition to "The Wooing of Eve," which she tried out early this spring.

BRINGS PAINTINGS MADE UNDER FIRE
Artist to Show Sketches at the Allied Bazaar.

Water color sketches painted under fire on the battlefields of the western front were brought here on the French liner Chicago yesterday by their author, Charles Duvent, Academician and Chevalier of the Legion of Honor. He will exhibit them at the Allied Bazaar.

Duvent's collection includes about seventy pictures, all of which were done at the instance of the French government. Working behind haystacks and in the shelter of steel shields, with a machine gun screaming a constant accompaniment, the artist was in constant peril of his life while he painted. Some of the paintings show the destruction of the Cathedral of Arras and the town of Ypres. The paintings are photographs by the official French photographer, proving that M. Duvent did his work under actual fire.

Five other artists, some of them in different fields, also came on the Chicago to contribute their services at the bazaar. Gustav Alaux and Raoul Tonneller, painters; Mme. J. Pratz-Barat, of the Brussels Opera House; Georges de Helt, of the Paris Opera House; and Helvi Valbel, of the Paris Comedie Francaise, will present a spectacle called "The Legend of France." It will portray in poetry, music and painting the history of France from the Middle Ages to the present war.

The Ad-Visor

Friday, June 2, 1916.
Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

In a recent number of "Newspaperdom" one Bert L. Moses, of the Proprietary Association of America (the patent medicine organization, the membership roster of which is a carefully guarded secret), devotes an article to denunciation of physicians who attack nostrums in the public prints. As a horrible example he selects H. E. Barnard, of the Indiana State Board of Health. In the Indian's damning exposures of patent medicine frauds Moses discerns the unholy lust of the medical practitioner for what he terms "free advertising." Throughout he refers to the object of his scorn as "the doctor"; professes "no doubt that Dr. Barnard frequently prescribes" certain chemicals; and expresses curiosity as to "Dr." Barnard's patients and the "people he has cured."

All of which is interesting and might be germane to Moses's theme, but for one little fact which that perfidious gentleman has overlooked; viz.: that "the good doctor," as Moses bitingly terms him (think of the horrors of being bitten in print by a patent medicine Moses!), doesn't happen to be a physician at all. Therefore he doesn't prescribe; he doesn't "cure," and he has no "patients." He is a chemist of national reputation, but not an M. D., as Moses might easily have ascertained had he been concerned with the facts. But why expect facts of a patent medicine prophet?

Moses doesn't matter much. The source of his inspiration is well understood. But "Newspaperdom" has a reputation to conserve. It is not improving that reputation by lending its columns to the false and silly twaddle of a quack-journalist.

The enclosed guarantee is unusual and the Parker Refining Company, so far as I know, is a pioneer in advertising oils by means of a guarantee.

Although I have never wittingly used their products, their own apparent confidence in their goods has instilled into me a confidence in them.

E. D. SICKELS.

"The Oil With a Guarantee"; thus the Parker Refining Company, of Cleveland, terms its "Anti-Carbon Auto Oil." Here is the guarantee:

We will ship you a barrel of Parker Anti-Carbon Auto Oil on condition: Use it for sixty days in your machine and if you find it to give entire satisfaction, you can retain same and pay for it at the expiration of sixty days at 27½ cents a gallon, f. o. b. Cleveland. You can deduct 2 per cent if paid in ten days.

If you are not satisfied in any way you do not like it, you are at liberty to return it at our expense and we will make no charge for what you have used as a trial up to five gallons, and the premium which we send along is yours whether you keep the oil or return it.

PARKER REFINING CO.,
For E. M. Parker.

Only full confidence in the article advertised could justify a dealer in issuing such a statement. And as confidence begets confidence, the Parker Refining Company's guarantee is an excellent and convincing advertisement.

About a year ago your column contained some adverse criticism of Stewart & Co., of 462 Fifth Avenue. I have watched your department carefully since its beginning and have been largely guided by it. Frankly, your article prejudiced me against Stewart & Co., with whom I had had no dealings, and I decided it was a good store to avoid.

However, I was attracted to a suit (reduced in price) in their window and bought it. They sold me the sample instead of just using it for bait. It proved to be satisfactory and was worth more to me in wear and satisfaction than I paid for it. As a satisfied customer I then felt that at Stewart & Co.'s I would be more likely to find what I wanted, both as to style and price, than anywhere else.

A few weeks ago I bought another suit there, correct as to style and most reasonable in price, but requiring alteration. After the suit had been altered and sent out to me I discovered a soiled streak all around the skirt where the bottom of the original hem had been. I wrote to them and promptly received a check representing the whole sum paid for the alteration. They expressed regret that any garment should have come from their store in any but first class condition and suggested I could have the skirt cleaned by a first class cleaner with the sum returned. This plan suits me better than for them to have done it, being more convenient for me.

Could a firm be more fair or more courteous? Should not the readers of the Tribune who may have been prejudiced as I once was have a chance to read the other side? CLARICE ANDERSON.

The Stewart & Co. of to-day does business on a very different basis from the Stewart & Co. of the time, more than a year ago, when I criticized its methods. What I then said it was then true. On the evidence of watchful investigation since, it would not be true of the store as it is conducted to-day.

I have had an experience—an exciting one, a delightful one. I use an Auto-Strop safety razor and lately had occasion to purchase a new strop. I went to the Neva-Hone Razor Strop Company, at 1132 Broadway, to purchase one. They told me the Auto-Strop Sales Company had advanced the price on their strop from 50 cents to 75 cents. I showed me a strop exactly as good as the Auto-Strop strop for 50 cents, which I gladly bought.

Now, here's the experience: I came home, inserted strop in razor, and the blade cut the strop in two pieces. The bearings on my razor have worn—I've used it for four years—and the strop, being perhaps too thin, did not turn the blade quickly enough, and so on the back stroke it cut right through. I was disappointed, to say the least; out 50 cents, strop ruined, blade dull, beard long.

I went after pieces of strop in hand, I went into the Neva-Hone shop, chip on shoulder, to make an Ad-Visor test case. The salesman could easily have proved my razor at fault by trying a strop in a new razor. But, taking my name and address, he said he would have a thicker one made, suitable to my worn razor, and would mail it to me. He was looking for a chance to send in a complaint, with courtesy and cheerfulness. To-day a new strop came to me by mail, thoroughly satisfactory in every way.

So instead of a "knock" I'm sending you a "boost."

I haven't seen a better instance of farighted decency even in your esteemed column.

L. J. BEYNON.

I have. The Rev. L. J. Bynon has let himself be taken in by a "something-else-just-as-good" substitute. If his report of the transaction is correct, the substitute resorted to falsehood to make the sale, for the Auto-Strop has not advanced to a dollar, but is to-day purchasable at fifty cents.

Morally, the Neva-Hone company owes the Rev. Mr. Bynon an Auto-Strop strop.

Exhibit B in the New Series, Patent Medicine Bank, herewith inclosed, contains another lesson in P. M. psychology.

Get up to the great WA-HOO. The formula is plainly stated on the card:

"Containing the following ingredients: Prickly ash bark, Wa-hoo, wild cherry bark, sassafras, gentian, magnesium sulphate, quassia and salicylic acid."



"The above list of roots and herbs" . . .
On what tree does epson salts grow?
We claim every one should know just what they are taking—so that, we desire every one who takes WA-HOO to know that "they" is taking epson salts and salicylic acid to life: The trunk was a bush somewhere in the great WA-HOOier desert."
Won't you join us one of these fine mornings on a tramp in the woods? We'll gather an armful of epson salts blossoms and salicylic acid buds and thus convince the most skeptical what WA-HOO will do for the blood, liver, kidneys, brains, lights, corns, temper, etc.
WM. BRADY, M. D.
Dr. Brady's vernal invitation is too appealing not to be passed on to the Ad-Visor's readers.

May I tell you of a trunk I purchased? I know you are always willing to extend credit where credit is due.
I am a commercial traveller covering from 25,000 to 30,000 miles a year. About one year ago I found I would require a new trunk. I decided on one that I had looked at in Gimbel's store in Philadelphia, Penn. It was an "Innovation," wardrobe style. As I was about to pay for it the salesman advised me that it was guaranteed to last a lifetime. The trunk was delivered next day, but I failed to find any guarantee attached, so I called on the salesman to confirm in writing his verbal statement regarding a guarantee. He assured me that he could give me the word of the house of Gimbel. After a few months' hard service a minor defect developed and I called on the "Innovation" Trunk company, in New York, asking them to make good. They declined to do so, but referred me to Gimbel Bros.

I called at the New York store of Gimbel Bros. I was skeptical, but much to my surprise they arranged to call for it, repaired it and even revarnished it, making it like new. Since then I have called on them twice to repair other defects, which they have willingly done. This kind of treatment to a customer is expensive, but it wins. Since this I have purchased another trunk. Their name on it is all the guarantee I now ask for. I am convinced that the value of any guarantee depends upon the reputation of the house giving it.

COMMERCIAL TRAVELLER.

No wardrobe trunk will "last a lifetime" unless, by that phrase, it meant its own lifetime. But Gimbel's certainly backed up to the limit the super-guarantee of its somewhat over-enthusiastic clerk.